

Message Text

UNCLASSIFIED

PAGE 01 STATE 063522

10

ORIGIN COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 USIA-15 RSC-01 /053 R

66611

DRAFTED BY: COM/BEWT/TPD/562:PTERLIZZI

APPROVED BY: EB/OCA/REP:MWDONOVAN

COM/BEWT/TPD/562:PPRICE

COM/BIC/OIM/EM/236:RSMITH

COM/BEWT/OEWD/550:PKRAMARIC

STATE/EUR:EESEGALL

USIA/EE:GCALLOWAY

STATE/EUR/RHOUSTON

EB/EWT:SHAAS

----- 023534

R 292036Z MAR 74

FM SECSTATE WASHDC

TO AMEMBASSY SOFIA

INFO AMEMBASSY VIENNA

UNCLAS STATE 063522

E.O. 11652: N/A

TAGS: BEXP, BU

SUBJ: U.S. PARTICIPATION. PLOVDIV FAIR

REF: SOFIA 0417, 0419

JOINT USDOC, STATE, USIA MESSAGE.

1. USDOC APPRECIATIVE OF FINE WORK DONE BY FISCHER IN ATTEMPT TO RECRUIT FIRMS IN EUROPE. USDOC IS FOLLOWING UP ON CONTACTS MADE BY FISCHER. USDOC HAS ALSO CONTACTED BY TELEPHONE OVER 100 FIRMS, AND IS PREPARING A DIRECT MAILING OF INVITATIONS TO A LIST OF 500 CONTACTS OBTAINED THROUGH AITR PRINTOUTS. THESE 500 ARE IN ADDITION TO THOSE ALREADY MAILED. USDOC, PAUL TERLIZZI, ASSIGNED AS PROJECT OFFICER TO PROCURE EXHIBIT.

2. NAMES PROVIDED BY STATE OF VIRGINIA TDO WERE CONTACTED BUT LITTLE INTEREST IN PLOVDIV FOUND SINCE U.S. SALES OF AGRI-
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 063522

CULTURAL EQUIPMENT BOOMING, AND SHORTAGES OF SOME MATERIALS

MAKE OVERSEAS SALES UNATTRACTIVE. STATE OF NORTH CAROLINA CONTACTED AS REQUESTED BY SOFIA, AND USDOC AWAITING RESULTS. USDOC WILL CONTACT ROBERT ORSBORN OF ILLINOIS DEVELOPMENT OFFICE UPON HIS RETURN TO U.S.

3. FARMHAND STILL UNDECIDED. INTERNATIONAL HARVESTER IS REVIEWING PLOT PLAN TO SELECT UREA, ALLIS CHALMERS, AMERICAN CAN, HOLSTEIN-FRIESTAN, FORD MOTOR CO., VERMEER, ZERO MFG. CATERPILAR, SPERRY RAND, INTERESTED. FIRMS CONTACTED NOT INTERESTED INCLUDE ABBOTT LABS, AGRI. RES. & DEV., DISPHORIC PRODUCTS, J.I. CASE, CHRISHOLM-RYDER, TONINENTAL CAN, CHICKMASTER, DALTON-COOPER-GATES, DUNBAR-KAPLE, EVERSMA, FRIDAY TRACTOR, INGERSOLL-RAND, LUMMUS CO., MORIDGE, MCCONEL MFG., OLIN CHEMICALS, UNIVERSAL OIL PRODUCTS, POWELL MFG. AMTRACO.

4 CONCERNING COSTS, DOLS 85 AND DOLS 45 FOR INDOOR/OUTDOOR SPACE PER SQUARE METER CONSIDERED MOST REASONABLE IN LINE WITH PREVIOUS USDOC EXPERIENCE WITH COMMERCIAL EXHIBITIONS EASTERN EUROPE. SINCE THESE CHARGES INCLUDE EXHIBIT DESIGN, SET UP, INTERPRETERS, EXHIBIT MANAGER COSTS AND PROMOTIONAL WORK, THESE FEES CONSIDERED MODERATE. USDOC ESTIMATES CONSTRUCTION COSTS ABOUT DOLS 50,000. KIOSKS IN EACH AREA (INSIDE AND OUTSIDE) ALONE COST DOLS 800 EACH, GROUND COVER OF WHITE STONE CHIPS, LIGHTING, DISPLAY TABLES, ELECTRICAL OUTLETS, EXTERIOR FENCING, LOUNGES, OFFICE SPACE, ETC. HIRE AND TRAVEL COSTS OF EXHIBIT PERSONNEL RAISE COSTS ABOVE DOLS 95,000.00. THESE ITEMS ARE STANDARD REQUIREMENTS UNDER THE DOC EXHIBITS PROGRAM AND ARE BASIC IN ALL EXHIBITIONS IN WHICH DOC PARTICIPATES. IN ADDITION, IT SHOULD BE REMEMBERED THAT THE USIA BUDGET FOR PLOVDIV IS IN EXCESS OF DOLS 100,000, AND DOC UNTIL ONE MONTH AGO HAD ONLY BUDGETED FOR A SMALL BDO AS IN PAST YEARS. DOC WILL NOT GO INTO AN EXHIBITION WITH A PRESENCE OF LESS THAN TOP QUALITY, AND THEREFORE, MUST CHARGE FEES THAT WOULD PROVIDE A PROPER TOTAL BUDGET FOR THIS PURPOSE.

5. ASSUMING INDOOR SPACE OF 421 SQ. METERS SOLD AT DOLS 85 PER SQ. METER, AND OUTDOOR SPACE OF 666 SQ. METERS AT DOLS 45 PER SQ. METER, INCOME WOULD TOTAL DOLS 65,575. THE UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 063522

BUREAU OF EAST-WEST TRADE HAS REPROGRAMMED ITS FY-1975 ANTICIPATED FUNDS IN ORDER TO ACCOMMODATE THE REQUIREMENTS OF THIS PARTICIPATION. A TOTAL OF DOLS 30,000 HAS BEEN REPROGRAMMED TO MAKE UP THIS DEFICIT, OR APPROXIMATELY THE AMOUNT WHICH WOULD HAVE BEEN ALLOTTED UNDER THE COMMERCIAL PRESENCE FAIR PROGRAM. SINCE BEWT IS UNDERTAKING PROCUREMENT FOR THIS EVENT, USDOC ASSISTANCE FOR PLOVDIV EVENT GOES BEYOND WHAT WOULD BE AVAILABLE

UNDER THE COMMERCIAL PRESENCE PROGRAM. KISSINGER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 29 MAR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE063522
Document Source: CORE
Document Unique ID: 00
Drafter: COM/BEWT/TPD/562:PTERLIZZI
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740070-0872
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t1974033/aaaaacmu.tel
Line Count: 116
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: SOFIA 0417, 0419
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 12 JUL 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 JUL 2002 by elbezefj>; APPROVED <17 JUL 2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: U.S. PARTICIPATION. PLOVDIV FAIR
TAGS: BEXP, BU
To: SOFIA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005